



Prasar Bharati Launches Pilot Initiative to Onboard Popular Regional Channels on DD Free Dish

DD Free Dish Strengthens Access to Information and Education; Reaches 65 Million Households Across India

DD Free Dish to Offer Free MPEG-4 Slots to Regional Language Channels Under New Pilot Initiative Till 31st March 2026

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Prasar Bharati is launching a pilot scheme on DD Free Dish platform, wherein popular regional language channels (Schedule 8 languages except Hindi and Urdu), permitted and licensed by the Ministry of I&B, are invited to apply for allotment of vacant DD Free Dish slots on newly upgraded MPEG-4 streams. Prasar Bharati's endeavour for outreach in unrepresented and under-represented areas is driven by a commitment to bridge gaps in access, opportunity, and awareness through promoting regional languages apart from other activities.

Regional Channels of Kannada, Tamil, Telugu, Malayalam, Bangla, Assamese and Odiya languages which are underrepresented /unrepresented in DD Free Dish platform shall be given preference over other regional language channels. Regional News channels will also be given preference over Non-News Regional channels.

These regional channels will be allotted slots free of cost on pilot basis. The allotment will be only for the period upto 31.03.2026.

Channel bouquet of DD Free Dish is varied and rich having most of the genres represented in it. Presently DD Free Dish has bouquet of 482 TV channels (including 320 DD Co-Branded educational channels like PM eVidya and Swayam Prabha) and 48 radio channels. Apart from Doordarshan channels, the bouquet consists of private TV channels of General Entertainment, News, Devotional, Movies, Sports etc.

“DD Free Dish” Direct-To-Home (DTH) Platform of Prasar Bharati , is a free to air platform, where no monthly or annual subscription fee is charged from the viewers. This unique and affordable model has made DD Free Dish the largest DTH platform, reaching about 65 million households (as per Chrome Data) even in remote, rural, inaccessible and border areas. Through DD Free Dish, Prasar Bharati is empowering masses by providing quality and free information, education and entertainment to the remotest corner of the country benefitting even the marginalised and weaker sections of the society thereby fulfilling its primary objective of Public Service broadcasting.

Mahesh Kumar

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इस विज्ञप्ति को इन भाषाओं में पढ़ें: Urdu , हिन्दी , Marathi , Assamese , Punjabi , Tamil , Kannada , Malayalam